

## CLAIMS

- Sub  
a!
- 1) A method for producing optimum-effect marketing, especially useful for interactive mediums, comprising:
- (a) collecting information obtained from potential consumers for generating a computerized database containing personal character profiles of the potential consumers;
  - (b) analyzing and sorting said character profiles into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency towards one of the following individual orientations: survival, growth, and relaxation, or combination thereof;
  - (c) producing a series of advertisements for a specific product or service, wherein each advertisement contains unique features so as to be adapted for a specific one of said clusters;
  - (d) presenting the appropriate advertisement from said series of advertisements to a potential consumer in the corresponding cluster.
- 2) A method according to claim 1 wherein the information is collected by a questionnaire.

- 3) A method according to claim 2 wherein the questionnaire contains questions relating to the level of disposition of the potential consumer towards survival, growth, and relaxation, respectively.

*Pub  
a2* 4) A method according to claim 2 wherein the questionnaire is presented to a potential customer through Internet service, telephone, interactive television, point-of-sale, or any other appropriate interactive medium.

- 5) A method according to 1 wherein the unique features include various colors, sounds, smells, words, and images.

*Pub  
a3* 6) A method according to claim 1 wherein the advertisement is presented to the potential consumer by electronic mail, direct mail, telephone, interactive television, at a point-of-sale, or any other appropriate interactive medium.

- 7) A method according to claim 1 wherein the number of clusters is between three and twenty-seven, said twenty-seven clusters corresponding to all of the possible combinations of low, medium, and high level of orientation towards survival, growth, and relaxation, respectively.

0042EQ 02THES60

sub  
a4

8) A method for conducting a matching service between at least two people, especially useful for dating services, employment agencies, and "chat rooms", comprising:

- (a) collecting information obtained from users for generating a computerized database containing personal character profiles of the users;
- (b) analyzing and sorting said character profiles into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency towards one of the following individual orientations: survival, growth, and relaxation, or combination thereof;
- (c) matching users according to the cluster of character profiles to which they are categorized.

add  
a5

add  
a6